GOVERNMENT OF ANDHRA PRADESH
ABSTRACT

HM&FW Department – COVID Appropriate Behaviour – Intensive IEC/BCC Activities – 50 day campaign - Orders - Issued

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HEALTH MEDICAL & FAMILY WELFARE (B2) DEPARTMENT

G.O.RT.No. 733 **Dated: 30-11-2020**

Read the following:

1. G.O RT.No.520, Health Medical & Family Welfare (B2) Department, Dt.09.10.2020.
2. COVID Instant Order-83, Dt.13.10.2020.
3. COVID Instant Order-83A, Dt.17.10.2020.
4. COVID Instant Order-83B, Dt.21.10.2020.

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ORDER:

Whereas the World Health Organization (WHO) has declared the Coronavirus Disease (COVID-19) epidemic affecting all the regions of the World as Pandemic. The WHO also classified risk assessment as Very High at the Global level.

2. The Government of Andhra Pradesh has undertaken several measures including strengthening of surveillance for prevention, containment and control of COVID-19. After an intensive activity to control and contain Coronavirus with multiple lockdowns, and gradual unlocking we are at a stage where the number of cases are declining on a day to day basis.

3. However, in recent past cases started increasing in some parts of Country due to relaxed behaviour of community during fairs and festivals. Keeping this in view and as major festival season is approaching it has been decided to put in place a 50-day campaign with an intention to create awareness in the community on COVID appropriate behaviour and with a larger goal of containing and controlling infection in the state there by preventing any further increase in cases. To achieve this there is a need to inculcate the COVID appropriate behaviours such as Wearing of Mask, Maintenance of Social Distancing and Frequent Hand Washing as new normal. This will also enable the communities to be more resilient for any future epidemic. To educate people and to inculcate COVID appropriate behaviours, the Risk Communication and Community Engagement (RCCE) strategy which was initiated in the State, needs to be further strengthened, continued and scaled-up to contain and control the infection.

4. A massive communication exercise and behaviour change communication strategy was conceived and put in place vide GO Rt 520 cited at reference (1). Detailed operational instructions were issued to all Departments through COVID Instant Order 83 cited at reference (2) and a 10 day intensified IEC activities campaign have been issued vide COVID Instant Orders 83 (A)&(B) cited at references (3) and (4).

5. IEC/BCC activities on proper way to wear and dispose a mask, the correct steps of hand washing and maintenance of 6 feet physical distancing shall be implemented in an intensified way. A three-line messaging developed on the three aspects by Health department shall be used extensively in all possible places and occasions. Display of Posters and Hoardings, publicity through print & electronic and social media on COVID appropriate behaviour shall continued throughout the 50-day campaign period.

6. Soft copy of publicity material can be downloaded from **https://drive.google.com/drive/folders/1cb9ZL6_UhJEGf5lU7sF0gVnXuyfMEkdn**

P.T.O.

6. Landing page of all Government websites shall have the three-line message displayed. All advertisements/ notices issued by Government Departments shall have the three-line messaging incorporated at the bottom.

Three-line message:

1. Wearing a Mask (Maaske Kavacham): Maask Sariga Pettu – Carona Aata Kattu
2. Physical Distancing: Aaru adugula dooram – Karonaa meeku dooram
3. Hand Washing: Chethula Shubhram – Aarogyam Bhadram / Mana Aarogyam - Mana Chethullo

7. A Day wise campaign for 50 days has been attached to this Government Order for strict compliance. The District Collector shall submit action taken report to the Commissioner, Health and Family Welfare every Monday during the campaign period on the activities taken up during this campaign.

8. All the Spl.CS / Principal Secretary / Secretaries and all the District Collectors are directed to implement the above orders.

(BY ORDER AND IN THE NAME OF THE GOVERNOR OF ANDHRA PRADESH)

NILAM SAWHNEY
CHIEF SECREATRY TO GOVERNMENT

To
The Spl. Chief Secretaries / Principal Secretaries / Secretaries of concerned departments
All the District Collectors in the State.
The DGP, A.P., Mangalgiri.
The Police Commissioner of Vijayawada & Visakhapatnam. All the Superintendents of Police in the State.
All the Municipal Commissioners in the State.
All the HoDs under the control of HM&FW Department.
All the DM&HOs in the State.

Copy to:

All the Special Chief Secretaries/Principal Secretaries/Secretaries to Government.
PS to Addl. C.S. to CM.
OSD to Dy. CM (H, FW&ME).
PS to Prl. Secretary to Government, HM&FW Department.
PS to Prl. Secretary (Poll).
PS to Commissioner, I&PR.

//FORWARDED : : BY ORDER//

SECTION OFFICER

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50 Day campaign
Intensified IEC activities on COVID appropriate behaviour with day wise activity

Day	Date	Activity	Details of Activity	Officers Responsible for Implementation
1	1st December, 2020	District Level- Meeting with Joint Collectors, Municipal Commissioners, Regional Directors (MAUD), PD-DRDA, CEO-ZP, DEO's, and all other line departmental Officers and NGOs	1. Explain the importance of COVID appropriate behaviour like proper usage of Mask, maintenance of 6 feet physical distance and frequent Hand Sanitization and briefing on GO along with earlier issued G.O Rt No: 520, & COVID Instant Order-83 2. District Collector shall address press and electronic media and appeal to give wide publicity and generate awareness on COVID appropriate behaviour	District Collectors
2	2nd December, 2020	Mandal Level- Meeting with Thasildars, MPDO's, Municipal Commissioners, MEO's ,Agg Officers, APMs of YSR KP and all other mandal level Officers and NGOs	1. Explain the importance of COVID appropriate behaviour like proper usage of Mask, maintenance of 6 feet physical distance and frequent Hand Sanitization and briefing on GO along with earlier issued G.O Rt No: 520, & COVID Instant Order-83 2. District officer in charge shall address press and electronic media and appeal to give wide publicity and generate awareness on COVID appropriate behaviour	District Officers in charge of mandals designated by District collectors
3	3rd December, 2020	Panchayat/Village Level- Meeting with Panchayat Secretaries, Village and Ward Secretaries, Ag extension officers, SHG groups and other Village level officers and NGOs	Explain the importance of COVID appropriate behaviour like proper usage of Mask, maintenance of 6 feet physical distance and frequent Hand Sanitization and briefing on GO along with earlier issued G.O Rt No: 520, & COVID Instant Order-83	Tahsildar's/MPDO's/ Municipal Commissioners/agriculture officers/APM YSR KP

4	4th December, 2020	Education Department	1. The first slot of the school shall be dedicated for explaining COVID appropriate behavior by respective class teachers to the students with practical demonstration of wearing a mask, removing a mask, disposing a mask, maintaining of 6 feet distance and correct procedure for hand washing. 2. Teacher shall make students to shout slogans on three COVID appropriate messages • Maask Sariga Pettu – Carona Aata Kattu • Aaru adugula dooram – Karonaa meeku dooram • Chethula Shubhram – Aarogyam Bhadram / Mana Aarogyam - Mana Chethullo 3. Teacher shall encourage students to repeat the same to their patients at home.	School Head Masters/MEOs
5	5th December, 2020	Transport, Roads and Buildings	1. Mike announcements on COVID appropriate behavior continuously for every 15 minutes through Public address system 2. Hoardings on no mask, no entry have to be erected at the entrance gate of bus stands. 3. Posters on mask usage, maintenance of physical distance and hand sanitization to be pasted inside & outside the buses and also inside bus stations and at ticketing counters, platforms, restaurants etc. 4. Hand washing techniques have to be displayed inside the toilets. 5. COVID appropriate behavior shall be played through audio/ video before bus starts or the conductor shall explain the COVID appropriate behavior to the passengers	Depot Mangers
6	6th December, 2020	Skill Development and Training Department	1. The first slot of the training session shall be dedicated for explaining COVID appropriate behavior by respective trainer to the trainees with practical demonstration of wearing a mask, removing a mask, disposing a mask, maintaining of 6 feet distance and correct procedure for hand washing. 2. Trainer shall make trainees to	Management of Skill Development Center

			shout slogans on three COVID appropriate messages • Maask Sariga Pettu – Carona Aata Kattu • Aaru adugula dooram – Karonaa meeku dooram • Chethula Shubhram – Aarogyam Bhadram / Mana Aarogyam - Mana Chethullo	
7	7th, December, 2020	Minorities Welfare	1. Create meeting with faith leaders and to create awareness on COVID appropriate behavior with practical demonstrations on COVID precautions and the same to be displayed at all Church's /Masjids 2. The church fathers and Moulanas to Preach COVID appropriate behavior before starting of prayer	Minority Welfare Department Officers
8	8th December, 2020	Panchayat Raj and Rural Development Department	1. Mike announcements using autos in the entire panchayat on COVID appropriate behaviour during the campaign period 2. To conduct Kalajathas in all streets on COVID appropriate behaviour throughout the campaign period 3. Hoardings displayed in prominent places 4. Posters affixed in all public places.	Panchayat Secretaries/ EO P&RD
9	9th December, 2020	Municipal Administration and Urban Development	1. Mike announcements using autos in all the wards of the municipality on COVID appropriate behaviour during the campaign period 2. To conduct Kalajathas in all streets on COVID appropriate behaviour throughout the campaign period 3. Hoardings displayed in prominent places 4. Posters affixed in all public places.	Municipal Commissioners

10	10th December, 2020	SHGs Groups	1. To convene special meeting of Zilla Samkhya/Mandal Samkhya/Village organization and to pass a resolution and pledge they will practice and follow COVID appropriate behavior. 2. To make COVID appropriate behavior as the first agent item in ZS/MS/VO and SHG meeting 3. Every SHG member shall pledge that they will ensure their family members also follow COVID appropriate behavior.	DPM/APM/CC/ Animator
11	11th December, 2020	Village and Ward Secretariats	1. Panchayat Secretaries to Conduct a meeting with all the other secretaries and Volunteers and explain them on COVID appropriate behaviour 2. To form teams with one Volunteer, ASHA and ANM, who will visit the allotted 50 houses and explain them on COVID appropriate behavior practically displaying how to wear a mask, remove a mask, dispose a mask and how to wash hands, and importance of 6 feet physical distance in front of every house allotted them every alternate day throughout the campaign period 3. Hoardings and posters on COVID appropriate behavior displayed in all prominent places 4. Mike announcements using rikshaws in the entire village/ward on COVID appropriate behaviour	Panchayat Secretaries
12	12th December, 2020	Press Conference	1. Press Conference with Hon'ble Ministers, MPs, MLAs, MLCs, Public representatives at District Level and appeal to public to maintain COVID appropriate behavior for their benefit and for the benefit of community. 2. Press Conference at Mandal Level and appeal to public to maintain COVID appropriate behavior for their benefit and for the benefit of community.	District Collectors District Officers in charge of mandals designated by district collectors

13	13th December, 2020	Print, Electronic and Social Media Campaign	District Collector to invite Hon'ble Ministers/Public representatives and conduct a press conference with print and electronic media and launch the campaign in Social, Electronic and print media to create awareness on correct usage of Mask, proper sanitization and maintain 6 feet physical distance.	District Collectors
14	14th December, 2020	Social Welfare Schools and Hostels	1. The first slot of the school shall be dedicated for explaining COVID appropriate behavior by respective class teachers to the students with practical demonstration of wearing a mask, removing a mask, disposing a mask, maintaining of 6 feet distance and correct procedure for hand washing. 2. Teacher shall make students to shout slogans on three COVID appropriate messages • Maask Sariga Pettu – Carona Aata Kattu • Aaru adugula dooram – Karonaa meeku dooram • Chethula Shubhram – Aarogyam Bhadram / Mana Aarogyam - Mana Chethullo 3. Teacher shall encourage students to repeat the same to their patients at home.	Social Welfare Hostel Wardens
15	15th December, 2020	Revenue Department	1. COVID appropriate IEC shall be displayed in all prominent places. 2. Conduct a meeting with revenue inspectors and to ensure they follow and publicize the same 3. Mike announcements on COVID appropriate behavior with in their jurisdiction	Tahsildar/Deputy Tahsildar
16	16th December, 2020	Industries and Commerce Department	1. Meeting with all Plant Heads, Vice Presidents/ General Managers (Government relations) Chief Personal Officers to explain about campaign on COVID appropriate behaviour and to urge for its strict implementation 2. To conduct sensitization to all workers on COVID appropriate behaviour with in the industry premises and to make them pass following slogans • Maask Sariga Pettu – Carona Aata Kattu • Aaru adugula dooram –	GM Industries

			Karonaa meeku dooram • Chethula Shubhram – Aarogyam Bhadram / Mana Aarogyam - Mana Chethullo	
17	17th December, 2020	Consumer affairs Food and Civil Supplies Department	Ration shop dealer shall explain COVID appropriate behavior to every beneficiary coming to the shop for monthly ration, before giving the ration.	Ration Shop Dealers
18	18th December, 2020	Agriculture and Co-operation Department	1. Conduct an awareness drive by agriculture extension officer with the ryth's on COVID appropriate behaviour 2. The extension officers shall give demonstrating on wearing a mask, removing it and how to discard it. Also demonstrate hand washing techniques and importance of physical distance 3. Agriculture extension officer shall conduct meeting with Rythu Mitra groups and create awareness on COVID appropriate behavior to be followed during harvesting season and while going to RBKs for selling their produce.	Agriculture Extension Officer
19	19th December, 2020	Meeting with Religious heads	1. Meeting with all religious heads and explain the importance of COVID appropriate behaviour during festivals and to ensure the same is followed.	District Collectors
20	20th December, 2020	Fisheries Department	1. Fisheries Development Officer shall conduct meeting with active fisherman and create awareness on COVID appropriate behavior to be followed during fishing 2. FDOs to conduct meeting with fisherman cooperative societies and propagate COVID appropriate behavior 3. FDOs to conduct a meeting with Fisherman marketing committee who shall enforce COVID appropriate bahavior in the fish vendors	Fisheries Development Officers
21	21st December, 2020	Labour Department	Shouting of slogans with workers led by shop owners Infront of their respective shops on COVID appropriate behaviour • Maask Sariga Pettu – Carona Aata Kattu • Aaru adugula dooram – Karonaa meeku dooram • Chethula Shubhram – Aarogyam Bhadram / Mana Aarogyam - Mana Chethullo	Labour officer

22	22nd December, 2020	Endowments Department	1. COVID appropriate behavior IEC to be displayed in all temples, 2. Mike announcements with voice of spiritual leaders on COVID appropriate behaviour 3. Kalajathas to be conducted on COVID appropriate behavior outside temple premises	Temple EOs
23	23rd December, 2020	Tourism and Culture	1. Posters on mask usage, maintenance of physical distance and hand sanitization to be pasted outside and inside at all prominent locations 2. Information kiosks to be setup and display COVID - 19 publicity material for public awareness at all tourist destinations 3. Conduct Kalajathas within the tourist spots throughout the campaign period	Tourism officer
24	24th December, 2020	House to House Campaign-Mask Usage	To form a team with Village / Ward Secretary, Volunteers, ANM and ASHA who shall visit every house allotted them and practically display the proper way of wearing a mask, removing a mask and discarding it and explain them on benefits of usage of mask	Panchayat/Ward Secretaries
25	25th December, 2020	House to House Campaign-Hand Sanitization	Team with Village / Ward Secretary, Volunteers, ANM and ASHA who shall visit every house allotted them and greet them with Christmas wishes and practically display on how to wash their hands with soap and water or usage of sanitizer and explain them on benefits of hand hygiene	Panchayat/Ward Secretaries
26	26th December, 2020	House to house campaign-Physical Distance	Team with Village / Ward Secretary, Volunteers, ANM and ASHA who shall visit every house allotted them and show how to maintain physical distance and explain benefits of physical distance	Panchayat/Ward Secretaries
27	27th December, 2020	Hotels/Restaurants	1. COVID appropriate behaviour to be followed by all Hotels, Restaurants/Shopping Malls/Cinema Halls 2. IEC Hoardings & posters to be displayed outside and inside Hotels, Restaurants/Shopping Malls 3. No mask, No entry policy to be enforced 4. Continuous announcements on COVID appropriate behavior through public address system	Management

28	28th December, 2020	Agriculture Marketing Department	1. Display IEC at prominent places in all the market yards / fields and ensure COVID appropriate behaviour by ryth's in market yards. 2. Ensure Physical distance is followed at all the market yards. 3. Frequent announcements shall be made on COVID appropriate behaviour	Agricultural Market Committee/AO
29	29th December, 2020	Village / Ward Volunteers	Village and Ward Volunteers visit the households attached to them and display the IEC including Videos on COVID in their smart phones. They should also encourage the citizens to download IEC material duly sharing the link to them.	Panchayat/Ward Secretaries
30	30th December, 2020	Shopping Malls and Cinema Hall Complexes	1. Display IEC at prominent places in all the shopping malls and complexes and ensure COVID appropriate behaviour by visitors. 2. Ensure Physical distance is followed at all the shopping malls and theatres. 3. Frequent announcements shall be made on COVID appropriate behaviour	Management of respective shops and establishments
31	31st December, 2020	Competition for students online/offline on COVID appropriate behaviour	All colleges Principals/School Headmasters/Management of all Govt & Private Schools to conduct online and offline competitions COVID appropriate behaviour	DEO/APC/RIO
32	1st January, 2021	ASHA, ANM and Village Volunteers	Team comprising of ASHA, ANM and Village / ward volunteer to visit households allotted to them and to wish new year wishes and explain the importance COVID appropriate behaviour to be safe in the new year.	Panchayat/Ward Secretaries
33	2nd January, 2021	Review the campaign-Panchayat/Village level	The mandal level officers shall review panchayat/Village level officers on campaign status and plan for further days. Submit a report to the district in charge officer	Tahsildar's/MPDO's/ Municipal Commissioners/ agriculture officers/APM YSR KP
34	3rd January, 2021	Review the campaign-Mandal level	The district officers shall review the mandal level officers on campaign status and plan for further days. Submit a report to the district collector	District Officers in charge of mandals designated by district collectors
35	4th January, 2021	Review the campaign-District level	District Collector shall review the Joint Collectors, Municipal Commissioners, Regional Directors (MAUD), PD-DRDA, CEO-ZP, DEO's, and all other line departmental Officers on campaign status	District Collectors
36	5th January, 2021	Press Briefing	District Collector to invite Hon'ble Ministers/Public representatives and conduct a	District Collectors

			press conference with print and electronic media and explain the progress of the campaign and to urge for giving vide publicity on COVID appropriate behaviour	
37	6th January , 2021	SHG Groups	1. To convene special followup meeting of Zilla Samkya/Mandal Samkya/Village organization and to verify whether COVID appropriate behaviour is being followed or not 2. To pass a resolution and pledge they will practice and ensure that all their group members follow COVID appropriate behavior. 3. To penalize the members who have not followed the pledge with a Rs.5 penalty and to make them understand the importance of COVID appropriate behaviour.	PD DRDA/ DPM Trainings APM, YSR Kranthi Padham(YKP) Community Coordinator VOA's
38	7th January , 2021	Press Briefing	1. District Collector to invite Hon'ble Ministers/Public representatives and conduct a press conference with print and electronic media and urge public to celebrate festivals within home and to follow COVID appropriate behaviour 2. I & PR department to give wide publicity	District Collectors
39	8th January , 2021	Religious Heads meeting	1. Regular mike announcements on COVID appropriate behaviour 2. Explain the importance of usage of masks, physical distance and hand sanitization 3. Announcements on how to celebration festivals duly following COVID appropriate behaviour	Temple EOs
40	9th January , 2021	House to House campaign- on use of Arogyasetu App	Team with Village / Ward Secretary, Volunteers, ANM and ASHA shall visit every house allotted them and explain on benefits of Arogyasetu App and motivate public to download and use Arogyasetu App	Panchayat/Ward Secretaries
41	10th January , 2021	House to House campaign- Testing center	Team with Village / Ward Secretary, Volunteers, ANM and ASHA shall visit every house allotted them and sensitize the public on availability and location of free testing centers nearest to them	Panchayat/Ward Secretaries
42	11th January , 2021	NREGA workers	1. All the mates shall take a pledge with all active NREGA workers before commencing	PD DWMA/APDs/Field assistants

			the work that they will follow on COVID appropriate behaviour at work spot and at home. 2. Make them shout slogans with members on COVID appropriate behaviour • Maask Sariga Pettu – Carona Aata Kattu • Aaru adugula dooram – Karonaa meeku dooram • Chethula Shubhram – Aarogyam Bhadram / Mana Aarogyam - Mana Chethullo	
43	12th January , 2021	Unions and Owner's Associations of Buses, Lorry, Taxis, Autos to explain about campaign	1. Conduct a sansitization meeting with drivers, workers and union members led by union leaders. 2. COVID appropriate behaviour to be followed by all Transport Vehicle Owners Associations and it is their responsibility to educate their drivers, workers and staff on its implementation 3. IEC posters/stickers to be displayed outside and inside buses/Lorry's/Taxis/Autos	Deputy Transport Commissioner
44	13th January , 2021	House to House Campaign-Mask Usage	Team with Village / Ward Secretary, Volunteers, ANM and ASHA shall visit every house allotted them and practically display the proper way of wearing a mask, removing a mask and disposing it, and explain them on benefits of usage of mask	Panchayat/Ward Secretaries
45	14th January , 2021	House to House Campaign-Hand Sanitization	Team with Village / Ward Secretary, Volunteers, ANM and ASHA shall visit every house allotted them and practically display on how to wash their hands with soap and water or using of sanitizer and explain them on benefits on hand sanitization	Panchayat/Ward Secretaries
46	15th January , 2021	House to house campaign-Physical Distance	Team with Village / Ward Secretary, Volunteers, ANM and ASHA shall visit every house allotted them and show how to maintain physical distance and explain benefits of physical distance	Panchayat/Ward Secretaries
47	16th January , 2021	Auto stands	1. IEC material to be displayed in all Auto stands. 2. Sanitizer be made available and slogans shouted by union leaders on COVID appropriate behaviour and sensitize them to alert passengers on usage of mask if passengers are not using	Auto Rikshaw Union leaders

			mask properly.	
48	17th January , 2021	Transport & Railways Department	1. IEC material can be displayed in all Railway Stations / Bus stations including city bus stands, audio tapes can be played in all bus stations and railway stations. 2. Create awareness in passengers on COVID appropriate behaviour like proper usage of masks, maintain 6 feet physical distance, and frequent hand sanitization through frequent announcements	Depot Managers/Railway GMs &DRMs
49	18th January , 2021	NGOs	1. All the NGOs at District/mandal/village level to organise sensitization drive on COVID appropriate behaviour 2. Mike announcements on COVID appropriate behaviour to be made and slogans may be made as follows • Maask Sariga Pettu – Carona Aata Kattu • Aaru adugula dooram – Karonaa meeku dooram • Chethula Shubhram – Aarogyam Bhadram / Mana Aarogyam - Mana Chethullo	NGO s
50	19th January , 2021	Candle Rallies marking conclusion of campaign	1. Candle Rally by senior officers, doctors, celebrities at District Level. However, strict social distance during candle rally may be maintain and this should not violated. 2. Candle rally by Mandla Level Officers, Doctors, Celebrities at Mandal / Municipality Level. However, strict social distance during candle rally may be maintain and this should not violated. 3. Candle Rally by Village level officers, doctors at Village / ward level However, strict social distance during candle rally may be maintain and this should not violated.	District Collectors District Officers in charge of mandals designated by district collectors Tahsildar's/MPDO' s/ Municipal Commissioners

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CHIEF SECREATRY TO GOVERNMENT